The KFJC format

Your non-commercial alternative for music and information. . .

- KFJC is the highest-rated college radio station in the San Francisco Bay Area. According to our most recent Arbitron report, KFJC has more listeners than several commercial radio stations in the Peninsula and South Bay areas.
- KFJC's signal (89.7fm) reaches 3.6 million people in the South Bay, Peninsula and East Bay areas.
- 86% of KFJC listeners are in the18-49 age brackets.

The KFJC audience listens. . . this loyalty means sales for you!!

- Non-commercial, public radio stations such as KFJC traditionally generate greater listener loyalty than their commercial counterparts, which attract (and lose) audiences through massive prize giveaways.
- KFJC offers a non-commercial *alternative* for music and information and was a recent nominee for the Gavin Report's Best College Radio Station and Best Program Director awards.
- The KFJC format showcases sponsor announcements by playing them in their own exclusive station break. Your message stands out!

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